

REDLINE

ONLINE OMNIBUS SERVICES

RED LINE is RED'Cs online omnibus service. Through our online panels the RED Line services allow you to reach your target market in a cost effective and timely manner. The RED Line services provide you with options to reach a representative sample of the adult population across Ireland and the United Kingdom.



Online Omnibus Sampling

Representative samples are reached for each survey using our own and partner online research panels in the United Kingdom to provide a robust representative sample of the adult population in each country. Quotas are set across gender, age, region and class to ensure the final sample is as representative as possible of the target market.

Sample Size

The RED Line online omnibus services are based on the following sample sizes:-

Ireland	1000 adults aged 18+
United Kingdom	2000 adults aged 18+

Questions

Questions can be added to either the Irish survey, UK survey or both omnibus samples at the same time

Analysis

The RED Line online omnibus includes a number of demographic questions as standard including age, gender, social class, working status, tenure, marital status, urban/rural and the number of dependent children at no additional cost.

Timing

The RED Line omnibus runs at least twice per month over the first and middle weekends of each month, with questions finalised on the Wednesday and results available a week later. It is also possible to run the service for you outside of these dates if demand is high enough.

Schedule 2014

Questions finalised	Fieldwork	Topline Data
26 th Mar	27 th Mar-1 st Apr	2 nd Apr
9 th Apr	10 th – 15 th Apr	16 th Apr
23 rd Apr	24 th – 29 th Apr	30 th Apr
7 th May	8 th – 13 th May	14 th May
28 th May	29 th May – 3 rd Jun	4 th Jun
11 th June	12 th – 17 th Jun	18 th Jun
25 th Jun	26 th Jun – 1 st Jul	2 nd Jul
9 th Jul	10 th – 15 th Jul	16 th Jul
23 rd Jul	24 th – 29 th Jul	30 th Jul
6 th Aug	7 th – 12 th Aug	13 th Aug
27 th Aug	28 th Aug – 2 nd Sep	3 rd Sep
10 th Sep	11 th -16 th Sep	17 th Sep
24 th Sep	25 th Sep – 30 th Sep	1 st Oct
8 th Oct	9 th – 14 th Oct	15 th Oct
29 th Oct	30 th Oct – 4 th Nov	5 th Nov
5 th Nov	6 th – 11 th Nov	12 th Nov
26 th Nov	27 th Nov – 2 nd Dec	3 rd Dec

Costs

Costs are calculated on a per question unit basis. Costs start at as little as €495 per question. Costs shown below are for standard closed questions, and are exclusive of VAT.

Coverage	Sample Size	Costs from (data tables)	Costs from (full service)
Ireland	1000	€495	€650
UK	2000	€495	€650
Ireland & UK	3000	€775	€1,075

For Further Information
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